

Abstract

A bachelor's thesis on *Changes in Media with the Arrival of a New Owner. Case Study: MF DNES* deals with the functioning of periodicals' ownership in the Czech Republic. In particular, it aims to present the current situation in the area with the example of daily newspaper *Mladá fronta Dnes*, which after many years of operating under a foreign owner, German company *Rheinisch-Bergische Verlagsgesellschaft* passed into the ownership of Czech businessman and current Deputy Prime Minister and Finance Minister *Andrej Babiš*. After his entry into the said most popular Czech broadsheet newspaper, doubts began to appear in public discourse on whether media owned by a both politically and entrepreneurially significant person can be independent. This paper therefore monitors changes that have occurred in the *Mladá fronta Dnes* periodical with the arrival of the new owner, and also whether the media image of Mr. *Babiš's* person and his interests has been improved upon through the articles of the newspaper. The results presented here were obtained with the use of a *combination of qualitative and quantitative methods of analysis*, and they show that there has been a substantial increase in contributions regarding the new owner, though their impact was rather negative.